

**HOW TO USE YOUR**

A stylized teal icon of an open book with a white spine and pages, centered behind the word 'Book'.

**Book**

**TO MARKET YOUR BOOK**

**BY TIM GRAHL**

A few months after it was first released, a big-time venture capitalist from the Silicon Valley blogged about my book, [Your First 1000 Copies](#). The result was a ton of book sales, lots of new email subscribers, and a positive new connection that will help me more in future.

The interesting part is, I had nothing to do with this man receiving and reading my book. It was given to him by a friend—whom I also didn't know.

Books have amazing powers to go places and open opportunities that you could never get on your own. But to take real advantage of the amazing marketing powers that a book has, you must plan ahead. From the very beginning, I was looking at how I could use my book to market my book.

There are several ways to do this . . .

## Bake the marketing into the book

How can you use your book to build your platform? Make it the next natural step, after someone has read your

book, to visit your website and signup for your email list.

Every book you put out into the world should naturally bring people back to your website to sign up for your email list.

How do you do this?

## Add value for the reader

Most books are mainly made of words with maybe a few graphs or pictures on the page. But there are many different ways that you can enliven the experience for the reader—and in the process, ensure the reader doesn't just finish and put the book down, but gives you permission to stay in contact long term.

Think through all of the other mediums you can use to put out content:

- Videos
- Audio recordings
- PDFs

- Interviews
- Podcasts
- Illustrations
- Infographics

Start thinking about how you can add features like these to your website to add value to your books. Then within each book, invite readers to visit your website to access this value-added content.

Here are a few examples:

### **1. Linking book content to website content—and an email signup box.**

In *Your First 1000 Copies*, I talk a lot about all the different options you have for blogging, email marketing, analytics, etc. I didn't want to name specific tools that I use, since technology changes so quickly, so I invited readers back to the book's website to get my specific recommendations.

On each of the pages on my book website, I invite peo-

ple to sign up for my email list to get more training and resources.

Also, at the end of the book, I invite people to the book website to download the checklists and workbook I created for them as well. When you land at [www.first-1000copies.com](http://www.first-1000copies.com), there's a clearly visible email signup box, so that you can sign up to receive a link to download these resources.

As a result, I've had many hundreds of people sign up for my email newsletter who weren't previously subscribed. The more the book sells, the more my email list grows, which means selling even more books.

### **2. Including your author website address at the end of each section of the book.**

In his book *The Personal MBA*, Josh Kaufman helps readers master the fundamentals of business. The entire book is broken up into one to two page sections explaining a particular business principle. At the end of each of these sections is a website address where you can see

a summary and video of the author talking about that principle.

It not only adds a huge amount of value for the reader to see the videos and additional information, but it's also something that's easy to share with friends. It naturally drives people to sign up for the email list and to buy the book.

By baking this marketing right into the book, Josh's platform continues to grow year after year, long after the book was released, merely because the natural next step for readers is to visit the website and give Josh permission to stay in contact long term.

### 3. Listing other books or content at the end of the book.

A couple of years ago I read *Ex-Heroes*, a superhero/zombie novel. (Yes, I'm a huge nerd.)

At the time, the book was published by a small indie publishing house called Permuted Press. The final page had

a list of similar books currently available from the publisher. Books that, after finishing this particular superhero/zombie novel, were a good fit for my next read. So I bought two of them.

While this isn't as powerful as driving people to an email list, it's something simple that kept me buying books from the publisher.

It breaks my little marketer's heart whenever I get to the end of the book and all I see is an author afterward. I just spent *hours* of my life with this author, reading their hard-written words and going on an adventure with them. And then, when it's finished, I find myself in a dead-end alley.

## Your marketing should never have a dead-end.

*Always* give people a way to get more of what you do.

This isn't just a selfish motive. This is providing value to your readers. If I liked your book, I'm going to want

more. So make it easy to find out how!

Think about your book and your reader. How can you make it the natural next step, for someone reading your book, to visit your website and sign up for your email list?

Make it simple. Make it direct. Bake the marketing into the book.

# Thanks for Reading!

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